



THE IMPACT OF EMPLOYEE MOTIVATION ON ORGANIZATIONAL OUTPUT WITH SPECIAL REFERENCE TO PRIVATE HOSPITALS IN CHENNAI

Dr. C. Kala

Asst Professor, St. Thomas College of Arts and Science, Chennai.

ABSTRACT

Motivation is something that moves a person into action and continues him in the course of action enthusiastically. The role of motivation is to develop and intensify the desire in every member of organization to work effectively and efficiently in his position. This research investigates the impact of Employee Motivation on Organizational output by creating Job Satisfaction. Primary data were collected from 75 staff members of Private Hospitals, Chennai. Statistical tools like percentage analysis and Multiple Regression analysis is used to support the result. The research result has given some valuable insight into motivation and its role in the work place.

INTRODUCTION

Human resource management is the major department in the organization which caters to the need of the employees. This department cares about the welfare of the employees, make them to participate in developmental activities and also train them in taking effective decision. Motivation is an important tool in the hands of manager for inspiring the work force and making them to do work with enthusiasm and willingness. Management has to understand the human behavior if it has to provide maximum motivation to the employees.

Employee motivation is the "psychological forces that determine the direction of the person's behavior in an organization, a person's level of effort and a person's level of persistence". This project on employee motivation aims at providing employees and management members with the information that can be beneficial both personally and professionally. Every business enterprise has multiple objectives, in order to achieve those objectives they have to utilize the available human resources effectively by motivating them in a positive manner which creates a public image for the organization.

OBJECTIVES OF THE STUDY

1. To find out the motivational factors introduced by Private Hospitals.
2. To analyze the satisfaction level of employees regarding incentives provided by the firm.
3. To find out the working conditions provided by the organization to increase the motivational level.

REVIEW OF LITERATURE

Aristotle says that every action that someone takes is due to one of seven causes that he Identified (Aristotle). These causes include: chance, nature, compulsions, habit, reasoning, anger, or appetite ("Aristotle's Seven Causes"). Managers should take the time to understand why their Employees are performing the way that they are. First, a manager should be a leader. This will give the employees something to look up to. It will also encourage the employees to perform on the same level as the manager. The manager should also display the actions that he/she wants from their employees. It is a lead by example kind of attitude that will have employees trying to behave the same. If an employee is looking to advance their career, then they can learn from their manager exactly how to act when they reach that promotion. By leading by example, managers should create an environment where their employees feel that they are able to perform up to their potential. When they get motivated and perform well the organizational output increases.

S.K. Srivastava & Kailash Chandra Barmola (2011) discusses the role of motivation in higher productivity. Productivity means the rate of power to produce, but productivity from the management or economic point of view is the ratio of what is produced to what is required to produce it. This study is therefore designed to find out the link between the extent to which various motivation strategies encourage the workers to improve their job commitment and increase their productive capacity. It is examined through the origin and evolution of related studies. On the other hand, it also offers information relative to the influences perceived and detected in these developments. These data allow us to offer an approximated picture of the motivation in higher productivity. Research suggests that individuals are motivated to perform well when the work is meaningful and individuals believe they have responsibility for the outcomes of their assigned tasks.

Mugbo U.S. (2013) study investigates the Impact of Employee Motivation on Organizational Performance of selected manufacturing firms in Anambra State. 103 respondents selected from 17 manufacturing firms across the three senatorial zones of Anambra State. The population of the study was 120 workers of selected manufacturing firms in Anambra State. The result obtained from the analysis showed that there exist relationship between employee motivation and the organizational performance. On the bases of these findings, employers are continually challenged to develop pay policies and procedures that will enable them to attract, motivate, retain and satisfy their employees.

Bhumika Gupta and Jeayaram Subramanian (2014) Motivation is one of the most critical elements in the area of Human Resources Management. Enterprises design motivation systems not only to encourage employees to perform their best in the most efficient way, but also to attract future candidates to apply for specific posts. The Researcher took an in-depth study of a Construction Consulting Company in Vietnam. A questionnaire survey was undertaken among 135 employees of the company to analyze their perceptions regarding motivation in workplace and also investigating the opinions of the coordinators of each department and also with the General Manager about this same issue. The researcher concluded that by increasing the motivation of the employees the productivity of the company raises.

METHODOLOGY

Research Design

The study used a descriptive survey design. The purpose of using descriptive surveys was to collect detailed and factual information that describe an existing phenomenon.

Sample

Sample comprised of 75 staff from Hospitals in Chennai city.

Instrument and Method of Data Collection

The data collection instrument used was a structured questionnaire. Likert scale is used Strongly Agree (5) Agree (4) Undecided (3) Disagree (2) and Strongly Disagree (1). The respondents were asked to indicate the extent to which they are agree/disagree with various statements.

PRESENTATION AND INTERPRETATION OF DATAS

Table 1
Sample represented Gender wise

Variable	Frequency	Percentage
Male	39	52
Female	36	48
Total	75	100

Source: Primary Data

Multiple Regression Analysis

This helps to learn more about the relationship between several independent variables and a dependent variable. Here it analysis the relationship between the independent variable namely the motivational factors and create satisfaction with the dependent variable output increase.

Table 2

Descriptive Statistics			
	Mean	Std. Deviation	N
output increases	15.00	4.243	5
motivational factors	15.00	4.690	5
creates satisfaction	15.00	2.236	5

Interpretation: The above table shows the descriptive statistics for the three variable and number of variant. Mean of output increase is 15+4.243, motivational factors is 15+4.690 and creates satisfaction is 15+2.236.

Table 3

Model Summary ^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.710 ^a	.504	.009	4.224

a. Predictors: (Constant), creates satisfaction, motivational factors

b. Dependent Variable: output increases

Interpretation: In the above table the value 0.710 given under the column R is multiple correlation co-efficient. These three variables are correlated significantly.

Table 4

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	36.322	2	18.161	1.018	.496 ^b
	Residual	35.678	2	17.839		
	Total	72.000	4			

a. Dependent Variable: output increases

b. Predictors: (Constant), creates satisfaction, motivational factors

Interpretation: This gives the results of ANOVA, since the p-value given under significance column is >0.01. This tells that the variance in creates satisfaction and motivational factors (two independent variables) contribute insignificantly to the change in output increase (Dependent variable).

Table 5

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	39.765	17.458		2.278	.150
	motivational factors	-.380	.461	-.420	-.824	.496
	creates satisfaction	-1.271	.967	-.670	-1.314	.319

a. Dependent Variable: output increases

Interpretation: This gives the coefficients which are needed to formulate regression equation. The values under Column B against the constant is the "a" value (Y intercept) in the regression equation and the value against creates satisfaction (-1.271) and motivational factors (-0.380) define the slope of the regression lines and are the values of b1 and b2 in the multiple regression equation

$$Y_j = 39.765 - 0.380X_{1j} - 1.271X_{2j}$$

Table 6

Residuals Statistics					
	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	11.83	19.57	15.00	3.013	5
Residual	-2.573	4.860	.000	2.987	5
Std. Predicted Value	-1.052	1.518	.000	1.000	5
Std. Residual	-.609	1.151	.000	.707	5

a. Dependent Variable: output increases

Interpretation: This gives the residual statistics in which the number of cases,

mean and standard deviation for the predicted values of the dependent variable are given.

TEST OF HYPOTHESES

This section deals essentially with statistical testing of the hypotheses formulated for this study and also interpreting the result making use of Spearman Rank Correlation Coefficient

H0: Employee motivation does not have any effect on organizational output.

H1: Employee motivations have an effect on organizational output.

Table 7

Spearman rank correlation co-efficient						
Variable	Data 1	Data 2	Rank 1	Rank 2	D	D ₂
A	28	21	1	2	-1	1
B	20	30	2	1	1	1
C	12	11	3	3	0	0
D	9	10	4	4	0	0
E	6	3	5	5	0	0
Total						2

Calculating the Spearman rank correlation coefficient of the ranked data =

$$R = 1 - (6 \sum d^2) / (n(n^2 - 1))$$

Analysis of the result

Spearman rank correlation (calculated) = 0.9

Spearman rank (table) at $p = 0.05 = 0.900$

The first hypothesis states, employee motivation does not have any effect on organizational performance. In order to test this hypothesis, the spearman rank correlation coefficient was used. From the calculations and indications $r \geq t_v$ ($0.9 \geq 0.900$). Therefore the hypothesis is accepted. Hence, when there is an increase in employee motivation like salary, allowances etc. given to workers it creates job satisfaction and increase the output of the organization.

CONCLUSION

Appreciating the employees for the work done by them and giving them participation in decision making satisfies them internally with their job, organization and organizational environment. Thus their enthusiasm and motivation towards accomplishment of tasks increases. Motivating factors stimulate them to work harder as they get satisfied and they themselves dedicate towards the organization to increase the output. Thus employee motivation and increase in output of employee are directly related. Motivation makes employees to work best in the interest of the organization which leads to growth and productivity of the firm.

SCOPE FOR FURTHER RESEARCH

The study focuses on the practice of creating satisfaction of employees by motivating them which leads to increase in output that contribute towards the productivity of the firm. The organizations should design their rules, policies and organizational structures that gives pace to the employee to work well and appreciate them on their tasks fulfillment and achievements. After doing so the researcher can further identify the effectiveness of motivational factor in total servicing industries.

REFERENCES

1. "Aristotle's Seven Causes." Changing Minds. Web. 17 Jan. 2012. <http://changingminds.org/explanations/motivation/seven_causes.htm>.
2. S.K. Srivastava & Kailash Chandra Barmola 2011 "Role of Motivation in Higher Productivity" in Management Insight Volume VII Pp: 88-99.
3. Muogbo U.S 2013 "The Impact of employee motivation on organizational Performance (A Study Of Some Selected Firms In Anambra State Nigeria)" The International Journal of Engineering and Science, Volume 2 Pp:70-80.
4. Bhumika Gupta and Jeayaram Subramanian 2014 "Factors Affecting Motivation among Employees in Consultancy Companies" International Journal of Engineering Science Invention, Volume 3 Pp:59-66.
5. SPSS by A. Rajathi and P. Chandran